

The Mediating Roles of Effort and Performance Expectancy in the Relationship between Hedonic and Utilitarian Motivation and Intention to Use Autonomous Vehicles

Gabor Nagy

Insec Business School

Tamara Keszey

Corvinus University of Budapest

Jhanghiz Syahrivar

Corvinus University of Budapest

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Abstract

This paper presents a revised model of technology acceptance and use based on UTAUT2, extended to place expectancy factors (i.e., effort and performance expectancy) as mediators between hedonic and utilitarian motivation and intention to use autonomous vehicles. The mediation analysis results show a clear distinction in the ways hedonic and utilitarian motivation drive autonomous vehicle adoption intention via expectancy factors. Findings also demonstrate that individual innovativeness and self-efficacy are related significantly to hedonic and utilitarian motivation. These findings not only allow researchers to make comparisons between users' hedonic and utilitarian motives towards autonomous vehicles adoption, but also contribute to the body of knowledge by providing new insights into the mediating role of expectancy factors, thus enriching the extant literature on technology adoption in general and the UTAUT2 framework in particular.

Keywords: *technology adoption, mediation, autonomous vehicles*